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Summary	Starting out as a web designer and developer early on, my career has progressed to a roll where I lead and mentor creatives at all levels. I'm excellent at taking a client's needs and providing the direction needed to make it come to life. I have a strong background in marketing for both digital and print and I've worked with international markets including Japan, Africa, India and most of Europe.
Experience	<p>Marketing Manager <i>Broce Manufacturing</i> September 2017 – Current</p> <ul style="list-style-type: none">● Determined all creative direction from concept development to completion. This included rebranding much of their printed materials, including banners for shows and did a complete overhaul of the company website.● Writing press releases, blog posts, editing and reviewing copy.● Manage their social media with a focus on inbound marketing.<ul style="list-style-type: none">○ Increased their following substantially and have established monthly marketing campaigns.● Worked with the CEO and VP of Operations to develop a sales promotion campaign that is delivered to dealers and rental houses. This campaign includes training videos and how-to documents for install.<ul style="list-style-type: none">○ Within the first month, the company sold 3 times the parts over what was normally done in a year.● Develop and execute best practices for the sales CRM. Working daily with the sales team to clean up and reorganize the system to be more effective and useful in marketing to customers and potential customers. <p>International Product Marketing Director <i>Trevo Corporate</i> March 2016 – March 2017 Oklahoma City, OK</p> <ul style="list-style-type: none">● Managed, trained and supervised the product marketing, web and social media staff for the company.● Oversaw the global marketing initiatives for over 31 countries and languages. This also included providing direction to managers and sales staff in various locations around the world.<ul style="list-style-type: none">○ While there, I reduced marketing spends which lead to a significant cost savings of \$108,000 forecasted for 2017.● Provided overall concept, art direction and strategy for all initiatives including video production and materials development.● Packaging design and redesign for delivery of products based on country requirements for advertising.● Spearheaded the rebrand and design of all marketing materials as well as established a company brand guide.● Planned all US and international marketing promotions/campaigns that changed quarterly for the sales team. This included strategy, design direction and budgeting.● In addition to the marketing initiatives, I worked with the business development team to help launch product and general operations in Japan and Europe. Much of this included contract reviews and understanding laws / regulations as it pertained to advertising for MLM based companies in foreign countries. <p>Agency Web Manager <i>BigWing Interactive Agency</i> November 2011 – March 2016 Oklahoma City, OK</p>

	<ul style="list-style-type: none"> ● Recruited from Dallas to hire, train and build the web design and development team for the digital media division which was new for the agency. ● Oversaw and managed the creative process for BigWing and former OPUBCO clients from concept development to production. ● Determined requirements, design strategy & creative direction and best practices for implementation in both design and development projects. ● Directly responsible for meeting with clients, writing proposals & SOWs, preparing presentations, budgeting and developing wireframes for designs. ● Coordinated cross-team initiatives with SEO, SEM and social media management teams when needed for projects. ● Lead and mentored a team of creatives: UX designer, web designers and developers (in-house and off-shore) <p>Special Projects Lead (E-commerce) <i>Zale Corp</i> September 2010 – November 2011 Irving, TX</p> <ul style="list-style-type: none"> ● Primary responsibility was to manage and lead the web design project for the E-Commerce division ● As the lead for that project, I wrote and reviewed requirements and created UI design comps for the project developers. ● Responsible for A/B testing, coding functionality and quality control for e-commerce web stores and online marketing vehicles. ● Review weekly with the executive team and merchants the upcoming email and homepage schedules and designs. Critique and examine for issues, errors and copy changes. ● Work closely with marketing to coordinate web and print campaigns. Part of the marketing review committees for upcoming brand collections and products, which include agency review. ● Work with Information Architect on future platform needs and transition plan. ● Successfully helped launch the mobile site for Zales.com in 2011
<p>Honors and Industry Awards</p>	<p>2017 Addy Award Winner for OK Humane 2016 Addy Award Winner for Oklahoma City National Memorial 2016 Addy Award Winner for Respite Care of San Antonio 2015 IMA Best in Class Design (Charity) for Respite Care of San Antonio 2014 Silver Addy Award for OKC National Memorial Marathon 2013 Silver Addy Award for Tony's Tree Plantation 2013 Silver Addy Award for Braums Inc 2011 Q2 Recognition Award for work on holiday campaigns (Zales) 2011 Q4 Recognition Award for successful launch of the Zales mobile site 2009 Award of Excellence in Communications 2007 Web Award for Outstanding Achievement in Website Development</p>
<p>Education & Certifications</p>	<p>Bachelor of Science – Computer Forensics 2007 Social Media Marketing Certification 2017 Inbound Marketing 2019</p>